

Get Things Done for America!



AmeriCorps Presentation Guide



Dear AmeriCorps Colleague:

Help spread the word about AmeriCorps in your community in order to raise public awareness, recruit new members, and engage the next generation of volunteers in service.

One of the best ways to spread the word is to make presentations. This AmeriCorps Presentation Guide provides you with all of the tools you will need to be successful. Inside you will find:

- Tips on how to get started
- A presentation checklist
- A presentation outline
- Information about the contents of the AmeriCorps Toolkit

Your AmeriCorps presentation is one of thousands that will take place during the year. By sharing your AmeriCorps story, you are not only helping recruit future AmeriCorps members, you are building the momentum for national service in America.

Whether you are a member, alum, project sponsor, or supporter we want you to share your AmeriCorps story. Be sure to visit AmeriCorps.gov for more resources, outreach tips, and to register your presentation.

Thanks for spreading the word on how AmeriCorps is Getting Things Done!

AmeriCorps



What's Inside the Kit

AmeriCorps Presentation DVD



PSAs. AmeriCorps PSAs created by AmeriCorps members, alums and others, about AmeriCorps members taking the pledge, fighting poverty, serving in NCCC, responding to Katrina, and answering the Presidents' s Call to Service.

Videos. Videos about AmeriCorps members getting things done, fighting poverty, responding to Katrina, answering the President's Call to Service, and an overview of national service.

PowerPoint Presentation. A PowerPoint presentation that you can customize to tell your own story.

Slideshow with photos set to music for opening or closing your presentation.



Presentation Guide

- Checklist, tips, and presentation outline included

Cool Stuff



- Poster
- Stickers
- AmeriCorps Fact Sheet
- Bookmarks

Getting Started

Here are tips and resources for putting together a winning AmeriCorps presentation.

Find a Place to Speak

Finding a place to speak is easier than you think. Many schools, nonprofit organizations, and civic organizations would be interested in hearing about AmeriCorps.

- **Schools:** A local school is a great place to start. If you serve in a school, make AmeriCorps the topic of one of your classroom lessons or afterschool activities. You can also go back to the school you attended, or find a school in your neighborhood. Contact social studies or government teachers, service-learning coordinators, or community service clubs. Check with your state service commission or education agency to find out which schools participate in AmeriCorps or Learn and Serve America.
- **Colleges:** Campuses are a great place to make a presentation as many students are thinking about what comes after graduation. Check with the campus community service office or a service-learning coordinator.
- **Youth Organizations:** Groups such as Boy Scouts and Girl Scouts, Camp Fire, Boys and Girls Clubs, "Y" clubs, etc. are interested in programs about community service.
- **Service Clubs:** Check out local service clubs such as Rotary, Kiwanis, or the Chamber of Commerce. Check the web or the Yellow Pages to find a local contact.
- **Faith-based Groups:** Many churches, synagogues and other faith-based organizations host guest speakers. Contact clergy, leaders, or youth groups in these organizations.
- **Government meetings:** You may want to speak at a local city/town council or county board meeting. These civic leaders are happy to hear about community projects taking place in their area. Ask them to pass a proclamation in honor of AmeriCorps.
- **Community Organizations:** Many community organizations have events or weekly gatherings where they invite speakers. Contact their staff to learn more.
- **Social Media:** In addition to reaching out and sharing your story in the community via a presentation or event, sharing your experience via social media is a great, easy way to get the word out. Update your Facebook status everyday of AmeriCorps week to share your accomplishments with your friends and family. Tweet about your presentation or ask the audience to tweet using the #ACWeek hashtag. If you have a blog, you can write about your experiences and then share them on serve.gov—to submit your story of service, just visit serve.gov.

If you're still feeling a little reluctant to get out there with your story, ask a fellow AmeriCorps member or alum to team up with you to make the experience more relaxing and enjoyable.

Presentation Checklist

The checklist below will take you through the steps to ensure a successful presentation – one that the audience will enjoy hearing and that you'll enjoy giving!

- ✓ **Plan.** When setting the date, find out from your host if there are already planned events where you can speak or if they are willing to plan a time just for you. Learn about your audience and tailor your presentation to their age, needs, and interests. Determine how long you have to speak, and be prepared to stick to it. Allow time for questions and answers. Check on any AV needs, such as a projection screen for your videos or PowerPoint.
- ✓ **Promote.** If you're speaking to a group where the public is invited, post the information on a community calendar, bulletin board, newspaper, or online through websites or social networking sites. Make sure to coordinate with your host. For tips on media outreach, check out the AmeriCorps media guide at www.AmeriCorps.gov/pdf/media_guide.pdf
- ✓ **Register.** If your presentation takes place during AmeriCorps Week, please take a minute to let us know about your presentation by using the online registration tool at AmeriCorpsWeek.gov. Click on "Register Your Presentation" to create an account and then answer the questions about the time, location, and audience of your presentation. You can use the site to share your presentation with others, add photos, and create your own webpage to advertise your presentation.

✓ **Prepare.** Check out the AmeriCorps Presentation DVD to see if you want to use the PowerPoint or videos. If you use the PowerPoint Presentation, remember you can add your own slides. Gather materials such as photos, portfolios, or diaries of your AmeriCorps experience to stimulate your thinking about your service. You can find more information about delivering successful presentations at AmeriCorpsWeek.gov.

✓ **Practice.** Know your stuff. Try your presentation out first on your family, friends or other members and ask for feedback. Make sure that you're meeting your time target and are comfortable using any media such as PowerPoint, etc. Be sure you have all the notes, hand-outs, etc. that you want to use. Plan ahead for a back-up way to present your information in case there are any technology problems at the site.

✓ **Present!** Get to the location in plenty of time to meet your host. Check the room set-up and make sure that the equipment is working properly. Chat with the audience as they arrive and show the slideshow before beginning.

- **Relax. Smile and make eye contact with your audience.**
- **Introduce yourself and tell them what you're going to say.**
- **Tell your own story and the AmeriCorps story.**
- **Review the main points you want them to take away.**
- **Answer any follow-up questions.**
- **Thank your host and the audience for listening and make yourself available for anyone who'd like to talk after the formal presentation.**
- **Leave information with your host and the audience.**

✓ **Follow Up.** After the presentation, ask your host for feedback. Follow up on any promises you made during the speech, such as answers for questions that you couldn't answer on the spot. Thank them again for the chance to tell the AmeriCorps story.



Presentation Outline

- ① Play slideshow or display opening PowerPoint slide before beginning your presentation.
- ② Introduce yourself and any others who are with you.
- ③ Thank your audience for coming.
- ④ Tell your story: First and foremost – you're there to share your own experience.
 - Describe what attracted you to AmeriCorps service.
 - Explain what you do or did as an AmeriCorps member.
 - Give an example of your typical day.
 - Tell about any unique and memorable experiences during your service.
 - Tell of a specific way that AmeriCorps has affected your life or the impact your service makes or has made on the lives of others in the community.
 - Tell why you would recommend AmeriCorps to others.
- ⑤ If other members or alums are presenting with you, have them talk about their experiences.
- ⑥ Describe AmeriCorps in general using the information on the DVD or in the guide, such as the video, PowerPoint, and fact sheets.
- ⑦ Provide an opportunity for questions.
- ⑧ Distribute the handouts (stickers, bookmarks, etc.) and tell the audience they can get more information at AmeriCorps.gov.

Remember to Register!

If your presentation is during AmeriCorps Week, register your presentation at AmeriCorpsWeek.gov. Click on "Register Your Presentation" to create an account and then answer the questions. It just takes a minute. Thank you for telling your AmeriCorps story.

**Find out more about AmeriCorps Week at
AmeriCorpsWeek.gov.**

AmeriCorps Week

AmeriCorps Week is a time to bring more Americans into service, salute AmeriCorps members and alums for their powerful impact, and thank AmeriCorps' community partners.

Across the country, AmeriCorps members, alums, sponsors, and friends will shine the spotlight on AmeriCorps through recruitment fairs, service projects, open houses, school presentations, media outreach, proclamations, and celebrations.

Go to AmeriCorpsWeek.gov to:

- Get Ideas for Activities, Events, and Projects
- Order an AmeriCorps Presentation Kit
- Register Your Event or Presentation
- Find Out About Our Video and Photo Contests
- Order AmeriCorps Posters, Stickers, and Bookmarks
- Share Your Service Story
- Work With the Media
- And More!